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DAILY NEWSPAPERS '87

Taking Stock Of A Changing Medium

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CONTENTS

Page

LIST OF TABLES..... v

INTRODUCTION..... vii

FINDINGS:

Changing Content of the Dynamic American Newspaper..... 1

The Newspaper's Look Is Also Changing..... 4

Standing Features in Today's American Newspaper..... 7

Everyday Features and Columns..... 12

Almost All Carry Comic Strips..... 14

How Many Sections Do Weekday Editions Have?..... 15

The Continuing Sectional Revolution..... 17

Positioning Requests..... 21

ROP Color..... 22

Zoning..... 24

Split Run Capabilities..... 26

Home Delivery..... 28

LIST OF TABLES

Page

1. Changes in Editorial Content since April 1983

   a. by Total Newspapers and Circulation..... 2
   b. by Circulation Size Groups..... 3

2. Changes in Graphics or Layout Since April 1983

   a. by Total Newspapers and Circulation..... 5
   b. by Circulation Size Groups..... 6

3. Percentage of Newspapers Carrying Listed Features Once a Week or More Often

   a. by Total Newspapers and Circulation..... 8- 9
   b. by Circulation Size Groups..... 10-11

4. Features or Columns Carried Every Weekday by 10% or More of Newspapers 13

5. Number of Comic Features in Weekday Editions (by Circulation Size Groups)..... 14

6. Number of Physically Separate Sections in Weekday Editions

   a. by Total Newspapers and Circulation..... 15
   b. by Circulation Size Groups..... 16

7. Sections Carried Once a Week or More Often

   a. by Total Newspapers and Circulation..... 18
   b. by Circulation Size Groups..... 19

8. Weekdays on Which Editorial Sections Appear..... 20

9. Percentage of Newspapers That Accommodate Positioning Requests 21

10. Percent of Newspapers Offering ROP Color

    a. by Total Newspapers and Circulation..... 22
    b. by Circulation Size Groups..... 23

11. Zoning of Weekday Editions..... 25

12. Split Run Capabilities Offered..... 27

13. Percentage of Weekday Circulation Home Delivered

    a. by Total Newspapers and Circulation..... 28
    b. by Circulation Size Groups..... 29

INTRODUCTION

The findings presented here are based on the Newspaper Advertising Bureau's 1987 Newspaper Inventory Survey. This mail survey of every daily and Sunday/weekend newspaper in the United States and Canada is an expanded update of earlier inventories conducted in 1967, 1974, 1979 and 1983.

The main purpose of the earlier surveys was to identify individual newspapers carrying specific standing features or columns for the use of advertisers and agencies who wish to position advertising near particular kinds of feature content. However, later surveys were expanded to include questions on changes in content, graphics and layout; positioning practices; the proportion of circulation that is home delivered; etc.

Across the five surveys some changes have been made in order to take into account the dynamic character of reader interest and corresponding changes in the newspaper itself. Categories like "personal computers," "videotape reviews" and "wine" have been added; a few, like "chess" have been dropped. In all, the 1987 weekday inventory includes twelve kinds of sections and fifty-eight kinds of features or columns.

The findings presented in this report refer only to local, English language weekday editions published in the United States. (A companion volume summarizes findings for Sunday and weekend editions.) The summary tables shown are based on completed questionnaires from 987 daily newspapers representing 59% of all United States dailies and 79% of total circulation. Results have been weighted by circulation size groups, in order to project them to the total number of daily newspapers, as well as to total newspapers in circulation.

		Total U.S. Weekday:	
Circulation Group:	Sample	Newspapers	Circulation
100,000 & over	11%	7%	49%
50,000 - 99,999	10	8	16
25,000 - 49,999	18	16	15
10,000 - 24,999	30	30	13
Under 10,000	31	39	7
Bases:	(987)	(1670)	(59,510,575)

The study was directed by Charles Lehman of NAB's Research Department, and the report was updated by Dorothy Shea.

A computerized list of the weekday and Sunday editions carrying a particular section or feature is available on request. For information, telephone Dorothy Shea at (212) 704-4557.

FINDINGS

Changing Content of the Dynamic American Newspaper

Findings from the 1987 Newspaper Inventory show that the period of rapid change in content, previously noted in the 1979 and 1983 inventories, continues unabated. Since 1983, nearly seven out of ten newspapers (69%) report substantial changes in content. These changes affect over eight out of ten (82%) of the weekday copies in circulation, because innovation is most widespread among the largest newspapers with the biggest newsholes (Tables 1a, 1b).

As in 1983, the three most frequently reported changes are: increased business coverage (by 53% of all newspapers), increased sports coverage (by 45%) and increased ratio of state and local to national and international coverage (by 35%). Very few newspapers reported a decrease in business coverage (1%) or sports coverage (1%). (Not shown in table.)

A shift toward more local and state coverage relative to national and international coverage is roughly four times as common as a shift in the opposite direction. Along the same lines, 18% of the responding newspapers report an increased emphasis on features, as compared with 10% reporting an increased emphasis on hard news.

Zoning for better neighborhood or suburban coverage is reported by 13% of all dailies, accounting for 36% of total circulation.

Table 1a

Changes in Editorial Content Since April 1983

	Newspapers*	Weighted by Circulation**
Made Substantial Changes	69%	82%
Increased business coverage	53	70
Increased sports coverage	45	55
Increased ratio of local, state to national, international coverage	35	30
Added special lifestyle sections	24	36
Increased ratio of features to hard news	18	18
Zoned for (more) neighborhood, suburban coverage	13	36
Increased ratio of hard news to features	10	12
Increased ratio of national, international to local, state coverage	8	9
Other	8	15
Made no changes, not reported	31	18

Question: Since our last survey in April 1983, has your paper made any substantial changes in editorial content? (If "Yes") Please check the areas changed.

* Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Table 1b

Changes in Editorial Content Since April 1983
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Made substantial changes	89%	86%	81%	68%	57%
Increased business coverage	76	80	71	54	35
Increased sports coverage	59	57	54	44	38
Increased ratio of local, state to national, international coverage	25	28	42	37	32
Added special lifestyle sections	43	37	36	22	14
Increased ratio of features to hard news	16	20	22	19	15
Zoned for (more) neighborhood, suburban coverage	56	32	16	10	2
Increased ratio of hard news to features	13	8	15	10	8
Increased ratio of national, international to local, state coverge	10	12	8	7	4
Other	22	11	7	10	4
Made no changes, not reported	11	14	19	32	43
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: Since our last survey in April 1983, has your paper made any substantial changes in editorial content? (If "Yes") Please check the areas changed.

The Newspaper's Look Is Also Changing

Reported changes in graphics or layout are even more frequent than changes in content. Since 1983, eight out of ten newspapers (82%) representing 91% of total circulation, report substantial changes in graphics or layout. In every one of the five circulation size groups, from "100,000 and over" to "under 10,000," more than seven out of ten dailies report changes of this kind (Tables 2a, 2b).

The aspects of graphics and layout most widely affected are: increased use of ROP color, reported by 61% of all newspapers (75% of total circulation), and adoption of SAU™ and column specs (60% of newspapers, 65% of circulation). The latter change is often made to conform to the expanded SAU™ Newspaper Advertising Standards, endorsed by the Board of Directors of ANPA and NAB.

There has also been a substantial increase in use of computer graphics. In the 1987 study, 28% of responding dailies (52% of circulation) reported more use of graphics compared to 2% in 1983 (3% of circulation).

Table 2a

Changes in Graphics or Layout Since April 1983

	Newspapers*	Weighted by Circulation**
Made Substantial Changes	82%	91%
More use of ROP color	61	75
Changed to SAU page and column specs	60	65
Changed masthead	43	48
Changed typeface	37	40
Increased use of photographs	36	38
Increased use of computer graphics	28	52
Went to modular layout on front page	22	23
Other	11	14
Made no changes, not reported	18	9

Question: Since our last survey in April 1983, has your paper made any substantial changes in graphics or layout? (If "Yes") Please check the areas changed.

* Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Table 2b

Changes in Graphics or Layout Since April 1983
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Made substantial changes	95%	91%	92%	81%	73%
More use of ROP color	81	78	73	63	47
Increased use of computer graphics	70	50	36	23	16
Changed to SAU page and column specs	67	65	68	60	55
Changed masthead	49	43	54	46	36
Changed typeface	42	37	49	33	36
Increased use of photographs	35	44	44	35	32
Went to modular layout on front page	22	28	23	23	21
Other	15	16	15	9	8
Made no changes, not reported	5	9	8	19	27
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: Since our last survey in April 1983, has your paper made any substantial changes in graphics or layout? (If "Yes") Please check the areas changed.

Standing Features in Today's American Newspaper

The tremendous variety of features in today's newspaper is easily documented: In all, the newspapers responding to this survey were asked about fifty-eight categories of content; at least once a week, fifteen of these features appear in the majority of United States dailies, while thirty-two features are carried by 25% or more (Table 3a).

Large-circulation newspapers with bigger newsholes tend to carry more standing features than smaller newspapers. This means that twenty-four features are carried at least once a week in the majority of all copies in circulation, and that forty-one kinds of features are carried in 25% or more of total circulation (Tables 3a, 3b).

The eighteen most widely run features appear in at least 70% of total weekday circulation: crossword puzzles (98%); spectator sports (94%); astrology (92%); TV log (92%); business, finance (89%); weather map (89%); recipes (88%); personal advice (83%); participant sports (81%); bridge (80%); Op Ed page (78%); security & commodity quotations (76%); movie reviews (74%); TV reviews (71%); health and medical (70%), best food buys (70%); social news (70%); and "people" (70%).

At least two kinds of features are more widely carried by smaller newspapers: "farm and ranch" features, which appear in 45% of the smallest dailies (circulation under 10,000) but only 13% of the largest; and "religion," in 68% of the smallest and 17% of the largest (Table 3b).

Table 3a

Percentage of Newspapers Carrying
Listed Features or Columns Once a Week or More Often

	Newspapers*	Weighted by Circulation**
Advice on personal finance	37%	60%
Astrology	85	92
Automotive	16	28
Beauty	15	23
Best food buys	55	70
Books	26	28
Bridge	57	80
Business, financial	69	89
Career advice	10	26
Child care	10	19
College	8	6
Computers, personal	9	26
Consumers, "Action Line"	18	35
Crossword Puzzle	95	98
Diet, nutrition	43	65
Environment, ecology	7	11
Etiquette	16	31
Farm and ranch	34	20
Fashion, men	15	27
Fashion, women	23	37
Fashion, teenage	14	24
Gardening	30	35
Health and medical	55	70
Home building, repair	16	21
Home furnishings, decorating	17	24
Household hints	35	38
Movie reviews	49	74
Movie timetable	49	67
Music, records, tapes, CDs	33	52
Op Ed page	58	78
Outdoors: camping, fishing, etc.	39	59
"People"	47	70

Table 3a (continued)

Percentage of Newspapers Carrying
Listed Features or Columns Once a Week or More Often

	Newspapers*	Weighted by Circulation**
Personal advice	68%	83%
Pets	14	15
Photography	4	5
Physical fitness	13	26
Radio log	13	32
Real estate (other than ads)	15	22
Recipes	71	88
Religion	49	27
Restaurants	34	62
Retirement, senior citizens	23	27
School news (grade, high)	55	44
Science, technology	11	26
Security & commodity quotations	46	76
Sewing patterns	31	37
Social news	77	70
Sports (spectator)	89	94
Sports (participant)	81	81
Stamps, coins	3	6
TV reviews	47	71
TV log	83	92
Theater	44	65
Travel & resort	8	12
Videotape reviews	15	29
Weather map	67	89
Wine	14	42
Youth	19	22

Question: How often do you carry the following standing features or columns on weekdays?

* Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Table 3b

Percentage of Newspapers Carrying
Listed Features or Columns Once A Week or More Often
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Advice on personal finance	75%	68%	41%	36%	21%
Astrology	94	97	92	89	75
Automotive	39	25	16	13	12
Beauty	30	22	18	12	12
Best food buys	81	68	62	53	45
Books	31	21	26	27	25
Bridge	90	82	83	62	33
Business, financial	98	95	88	70	50
Career advice	42	20	12	6	5
Child care	22	28	15	6	6
College	5	5	6	8	10
Computers, personal	43	17	15	5	2
Consumers, "Action Line"	49	35	23	13	10
Crossword puzzle	98	98	98	97	92
Diet, nutrition	79	65	59	37	30
Environment, ecology	14	16	7	4	6
Etiquette	42	35	22	13	7
Farm and ranch	13	18	23	34	45
Fashion, men	38	22	19	11	10
Fashion, women	48	33	30	19	16
Fashion, teenage	32	17	21	11	10
Gardening	34	40	39	32	22
Health and medical	81	71	64	47	50
Home building, repair	22	26	19	18	12
Home furnishings, decorating	26	28	26	14	11
Household hints	40	40	34	36	33
Movie reviews	88	83	66	46	30
Movie timetable	78	70	59	46	36
Music, records, tapes, CDs	66	51	44	31	19
Op Ed page	93	82	63	53	49
Outdoors: camping, fishing, etc.	73	59	46	40	25
"People"	89	69	53	41	37

Table 3b (continued)

Percentage of Newspapers Carrying
Listed Features or Columns Once A Week or More Often
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Personal advice	92%	87%	76%	67%	58%
Pets	14	20	14	14	14
Photography	6	5	3	5	4
Physical fitness	35	29	20	7	8
Radio log	48	24	18	9	5
Real estate (other than ads)	31	14	12	15	14
Recipes	95	92	86	73	56
Religion	17	25	26	50	68
Restaurants	84	58	42	29	21
Retirement, senior citizens	30	26	28	21	21
School news (grade, high)	36	45	51	57	61
Science, techology	39	18	18	6	6
Security & commodity quotations	95	78	62	45	25
Sewing patterns	36	39	50	37	17
Social news	66	66	72	78	81
Sports (spectator)	96	95	95	88	85
Sports (participant)	81	83	84	81	78
Stamps, coins	8	7	5	3	1
TV reviews	91	62	62	42	33
TV log	95	96	92	79	77
Theater	77	62	62	44	28
Travel & resort	15	10	12	10	4
Videotape reviews	39	28	24	12	7
Weather map	97	92	90	80	36
Wine	65	34	21	8	4
Youth	21	25	27	19	15
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: How often do you carry the following editorial features or columns on weekdays?

Everyday Features and Columns

Most standing features or columns appear only on particular weekdays, not in every daily edition. However, certain types of features tend to appear every day in the great majority of newspapers carrying them. These are: astrology, bridge, crossword puzzles, personal advice, social news, spectator sports, participant sports, TV log and weather map (See Table 4).

Table 4

Features or Columns Carried Every Weekday
by 10% or More of Newspapers

	Newspapers
Advice on personal finance	13%
Astrology	83
Bridge	54
Business, financial	42
Crossword puzzle	93
Health and medical	31
Household hints	22
Movie reviews	12
Movie timetable	34
Op Ed page	48
"People"	39
Personal advice	66
School news (grade, high)	25
Security & commodity quotations	40
Sewing patterns	26
Social news	62
Sports (spectator)	87
Sports (participant)	75
TV reviews	29
TV log	66
Theater	19
Weather map	66

Almost All Carry Comic Strips

Ninety-five percent of all responding newspapers report that they carry comic strips, and this proportion shows little variation among circulation size groups. As might be expected, the number of strips carried tends to increase with circulation size, but a majority of all dailies carry ten to nineteen individual comic strips.

Table 5
Number of Comic Features in Weekday Editions
(by Circulation)

	Weighted Total*	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Any comic strips (total)	95%	94%	96%	94%	96%	95%
Less than 10 strips	27	1	5	8	21	49
10-19 strips	56	27	54	66	71	45
20-29 strips	11	45	37	19	4	1
30 strips or more	2	21	-	1	0	-
No comic strips	1	2	-	-	0	2
Not reported	4	4	4	6	4	3
Base: Newspapers responding = 100%		(108)	(103)	(177)	(291)	(308)

Question: How many comic strips are carried in weekly editions?

*Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

How Many Sections Do Weekday Editions Have?

Weekday editions of a typical daily contain three physically separate sections. On the average, newspapers in the largest circulation size group have two and one half times as many sections as the smallest dailies have (five versus two sections). As a result, the average weekday edition in circulation has four sections (Tables 6a, 6b). The range within individual circulation size groups is greater than these average figures might suggest.

Table 6a

Number of Physically Separate Sections in Weekday Editions

	Newspapers*	Weighted by Circulation**
One	17%	5%
Two	32	13
Three	11	11
Four	25	41
Five	2	6
Six	3	14
Seven or More	2	7
Not reported	8	4
Average number (mean)	(3)	(4)

Question: On the average, how many physically separate sections does a weekday edition of the newspaper have? (Please include any separate classified sections but exclude advertising inserts or preprints.)

* Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Table 6b

Number of Physically Separate Sections in Weekday Editions
(by Circulation)

	100,000 & Over	50,000- 99,999	25,000- 49,999	10,000- 24,999	Under 10,000
One	2%	-	3%	6%	38%
Two	1	6	14	49	37
Three	9	13	15	15	7
Four	39	61	59	22	2
Five	9	3	3	1	1
Six	25	5	2	1	2
Seven or more	12	7	1	0	1
Not reported	3	6	3	5	13
Average number (mean)	(5)	(4)	(4)	(3)	(2)
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: On the average, how many physically separate sections does a weekday edition of the newspaper have? (Please include any separate classified sections but exclude advertising inserts or preprints.)

The Continuing Sectional Revolution

The term "section," as it applies to newspapers, can be ambiguous, referring either to a physically separate part, the grouping of related content on adjacent pages, or to both form and content simultaneously. Thus, a single (physically separate) section may contain two or more "sections" (as defined by content). The 1979 Inventory asked only about "physically separate" sections, whereas the 1983 and 1987 surveys also included a reference to "labeled or otherwise identifiable" sections.

As might be expected, this revision in the questionnaire produced an increase in the number of newspapers reporting the presence of a given type of section. For example, the percentage reporting a business or finance section at least once a week rose from 15% of all newspapers in 1979, to 43% in 1983 (representing 62% of all copies in circulation) and 57% in 1987 (82% of circulation). This information is presented in Tables 7a and 7b.

As in the case of standing features, almost all kinds of sections are more likely to appear in big circulation dailies than in smaller newspapers. One notable exception is the TV and radio section. This kind of section tends to appear in the Sunday edition of large newspapers, whereas smaller newspapers that don't have a Sunday or weekend edition may carry it in a weekday edition.

Table 7a

Sections Carried Once A Week or More Often

	Newspapers*	Weighted by Circulation**
Main News	85%	95%
Second or Local News	49	68
Sports	84	93
Food (separate)	61	83
Home (separate)	12	15
Food & Home (combined)	7	3
Entertainment	63	79
Business, Finance	57	82
Lifestyle, Women	58	71
TV Section	42	25
Fashion	19	31
Science	7	17
Travel	5	6

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in weekday editions (that is, at least once a week)?

* Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Table 7b

Sections Carried Once A Week or more Often
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Main News	99%	98%	95%	89%	73%
Second or Local News	79	71	65	48	33
Sports	96	97	93	91	69
Food (separate)	94	91	79	64	40
Home (separate)	17	15	18	12	8
Food & Home (combined)	1	3	5	7	10
Entertainment	87	83	75	66	48
Business, Finance	97	87	70	57	39
Lifestyle, Women	75	83	66	63	42
TV Section	15	27	27	44	56
Fashion	41	24	25	18	11
Science	28	9	12	4	3
Travel	5	7	8	4	4
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: Which of the following regularly appear as physically separate, labeled or otherwise identifiable sections in weekday editions (that is, at least once a week)?

Table 8 shows that among newspapers carrying several pages or a section on a given topic, there is a tendency to include that kind of material in every weekday edition. However, most food sections are published only on Wednesday, and Friday is a popular day for both entertainment and TV, radio sections.

Table 8

Weekdays on Which Editorial Sections Appear*
(Total U.S. Daily Newspapers)**

	Every-day	Monday	Tuesday	Wednesday	Thursday	Friday
Main News	84%	1%	1%	1%	1%	1%
Second or Local News	44	0	2	3	2	1
Sports	80	2	1	3	2	2
Food (separate)	2	4	7	43	7	1
Home (separate)	2	1	1	2	4	3
Food & Home (combined)	2	0	1	4	1	0
Entertainment	34	1	1	2	12	18
Business, Finance	31	6	9	10	8	5
Lifestyle, Women	43	3	4	8	7	4
TV, Radio	14	1	1	1	4	22
Fashion	5	1	3	5	5	2
Science	1	1	2	1	1	0
Travel	1	0	1	1	1	1

* Because some newspapers report carrying a section on two or more weekdays, rows may add to more than the totals shown in Table 7a.

**Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

Positioning Requests

The majority of dailies who carry specific sections once a week or more frequently will try to accommodate positioning requests for those sections, as Table 9 shows. For a complete breakdown of newspapers that accommodate positioning requests, refer to alphabetized Newspaper Inventory listings available on request by section or feature type.

Table 9

Percentage of Newspapers That Accommodate Positioning Requests

	Carry Once a Week or More Often		Of those...
	Newspapers	Weighted by Circulation	Percentage Who Accommodate Requests
Main News	85%	95%	63%
Second or Local News	49	68	57
Sports	84	93	61
TV Section	42	25	71
Lifestyle, Women	58	71	63
Business, Finance	57	82	68
Entertainment	63	79	69
Food	61	83	65
Home	12	15	76
Food & Home	7	3	63
Fashion	19	31	68
Science	7	17	59
Travel	5	6	88

ROP Color

Nearly all newspapers offer some form of ROP color. Eighty-six percent (representing 92% of total circulation) offer full color at least once a week; ninety-six percent (96% of circulation) provide spot color as frequently. In most cases, ROP color is available every day.

Table 10a

Percent of Newspapers Offering ROP Color

	Newspapers*	Weighted by Circulation**
Full Color		
At Least Once a Week	86%	92%
Daily	82	88
Spot Color		
At Least Once a Week	96	96
Daily	94	95

Question: On what weekdays do you offer ROP color availability to advertisers?

* Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Table 10b

Percent of Newspapers Offering ROP Color
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Full Color					
At least once a week	93%	93%	96%	91%	75%
Daily	88	89	94	88	70
Spot Color					
At least once a week	95	94	98	97	95
Daily	94	94	98	96	92
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: On what weekdays do you offer ROP color availability to advertisers?

Zoning

Zoning, reported by 30% of all daily newspapers representing 59% of total circulation, is far more widespread among the largest dailies (Table 11). Just over two thirds (69%) of the newspapers with circulation of 100,000 or more have zoned editions, as do 56% of those with circulations between 50,000 and 100,000. Among these larger dailies, zoning usually applies to both editorial content and advertising.

Table 11

Zoning of Weekday Editions

	Newspapers*	Weighted By: Circulation **
Zoning for advertising and editorial	19%	49%
Zoning for advertising only	11	10
No zoning	64	37
Not reported	7	4

(by Circulation Size Groups)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Advertising and editorial	69%	56%	33%	9%	5%
Advertising only	10	5	11	14	9
No zoning	20	35	49	69	79
Not reported	1	4	6	8	8
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: To what extent are weekday editions zoned?

* Weighting based on disribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Split Run Capabilities

A/B split run capabilities are available from 25% of all dailies (accounting for 52% of total circulation). As would be expected, larger dailies (50,000+ circulation) are much more likely to offer this service.

Controlled split run capabilities are not widely offered by the dailies, regardless of size. Only 12% (15% circulation) report availability of this service.

Table 12

Split Run Capabilities Offered

	Total Responses Newspapers*	Weighted By: Circulation **
Controlled	12%	15%
A/B	25	52

(by Circulation Size Groups)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Controlled	17%	15%	14%	11%	9%
A/B	70	58	37	20	8
Base: Newspapers responding = 100%	(108)	(103)	(177)	(291)	(308)

Question: What split run capabilities do you offer to advertisers for testing purposes?

* Weighting based on disribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

Home Delivery

Responding newspapers estimate that 85% (median) of their circulation is home delivered. Table 13a indicates that the median percentage for all copies in circulation is 83%, but this is an overstatement. The reason is that the median of 81% for newspapers of 100,000 and over (shown in Table 13b) does not break out newspapers with circulations of 250,000 or more. Single-copy sales are more important for these very large dailies, which represent only 32% of the newspapers with more than 100,000 circulation[1] but account for 63% of total circulation in this size group.

Table 13a

Percentage of Weekday Circulation Home Delivered

	Newspapers*	Weighted By: Circulation **
Under 60%	8%	7%
60% to 69%	8	8
70% to 79%	13	18
80% to 89%	30	36
90% and over	30	18
Not reported	11	13
Median percentage	(85%)	(83%)

Question: Approximately what percentage of your current weekday circulation is home delivered?

* Weighting based on distribution of 1,671 daily newspapers among five circulation size groups.

**Weighting based on distribution of 59,510,575 circulation among five circulation size groups.

[1]Response Analysis Corporation, 1986.

Table 13b

Percentage of Weekday Circulation Home Delivered
(by Circulation)

	100,000 & Over	50,000-99,999	25,000-49,999	10,000-24,999	Under 10,000
Under 60%	7%	8%	6%	4%	11%
60% to 69%	7	13	7	7	9
70% to 79%	26	7	12	14	13
80% to 89%	38	39	36	30	25
90% and over	7	17	29	35	33
Not reported	14	17	11	11	9
Median percentage	(81%)	(84%)	(86%)	(87%)	(85%)
Base: Newspapers reporting = 100%	(108)	(103)	(177)	(291)	(308)

Question: Approximately what percentage of your current weekday circulation is home delivered?